

ABSTRACT**Shopping Assistance Method and Service System**

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A shopping assistance service system (40) is provided to which mobile enquirers (20) can submit enquiries regarding the availability of specified goods or services from local traders (70). The service system (40) in searching for solutions to the enquiry, takes account of the significance of the location of the enquiry. This significance can be both in terms of the

10 objective significance concerning a function associated with the enquiry location, such as a shop, shopping mall, motorway, etc., and the subjective significance of the location, such as home, workplace, local to home area, remote from home area, etc.

15 (Fig. 6)